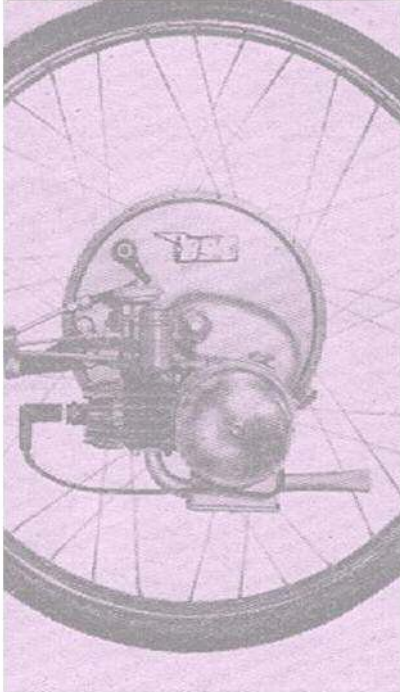


IceniCAM Information Service



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MINI-MOTOR (GT. BRITAIN) LTD.

DIRECTORS: F. L. BLOW, F. J. DYKES, M.A., B. MONK, J.P., H. J. RICKWOOD, A.M.I. MECH. E.

Universal Outboard Power Unit

TROJAN WAY
CROYDON
ENGLAND

Our ref: GMD/VC

Dear

25th May, 1954.

LONDON-EDINBURGH SUCCESS!

I have just successfully competed in the "London-Edinburgh" riding a Mark V Mini-Motor. On Monday I shall start my return journey. If all goes equally well I hope to call on you at

This was the 50th Anniversary of the Motor Cycling Club's annual classic, and by way of commemorating it the same route was used as in 1904. Competitors left the G.P.O. London last Friday night and followed the old A.1 road through Hitchin, Grantham, Wetherby, Durham and Berwick-on-Tweed, to check in at Princes Street, Edinburgh 23½ hours later. Full details are attached.

This called for a point-to-point average of about 17 m.p.h. with no time allowance whatever for refueling, maintenance or rest. There were 39 cars and 14 motor-cycles, but mine was the first and only effort to attempt an "Edinburgh" on 49 c.c.

As you will appreciate, it is difficult to find tests which demonstrate to the man who comes into your shop the simplicity and soundness of the sturdy Mini-Motor. Last year, for instance, three of us tackled the A.C.U. Motor-Cycle Rally and all got bronze awards. Much too late for any useful publicity we learned that the conditions (we endured 19 hours of rain) had proved too much for 40% of the motor-cycle entries and all the other cycle attachments!

So this time, anticipating another Mini-Motor success; plans - including this letter and the enclosed poster - have been prepared in advance. "Motor Cycling" will include the Mini-Motor in a feature on veteran(!) competitors, while another article is under discussion with "Motor Cycle". There is a chance of being in "In Town To-night" next Saturday on my return.

London to Edinburgh on a cycle attachment in less than a day under test conditions and with five time controls en route is quite something. Can you interest your local paper(s)? The "story" as set out in the beginning of this letter is news, and during my short visit my machine and I will be at their disposal for anything you arrange. The first three paragraphs contain the sort of information newspapers accept as news.

I am much looking forward to our meeting, until then

Yours